

Raise awareness of consumer affairs, university students told

KOTA SAMARAHAN: University students can help the Government raise awareness of consumer affairs by participating in Student Consumer Movement at their respective institutions, Domestic Trade, Cooperatives and Consumerism Minister Datuk Seri Ismail Sabri Yaakob, said.

He said the movement, which replaced consumer clubs in institutions of higher learning last year, was part of efforts to increase public awareness of consumer rights and responsibilities.

"Currently, 116 public and private institutions of higher learning have set up the Student Consumer Movement.

"The aim is to involve undergraduates in helping the Government to raise awareness of consumerism, not only on campus but outside through various programmes and activities," he said after launching the state-level Student Consumer Movement at Universiti Malaysia Sarawak (Unimas) here yesterday.

Ismail Sabri said the movement would serve as a platform for students to be involved in consumer affairs.

"For instance, they can help to monitor the prices and quality of food and other goods sold

on campus," he said.

Besides the movement, Ismail Sabri also launched the 1Malaysia People's Menu and 1Malaysia Coop products at Unimas.

He said Unimas was the first university in the country to sell 1Malaysia Coop products through its cooperative. In addition, he said 23 cafeterias and stalls in Unimas campus were offering the 1Malaysia menu to students.

"This makes Unimas the university with the most number of 1Malaysia menu cafeterias," he said, adding that nationwide 40 institutions of higher learning had introduced the 1Malaysia menu.

In Sarawak, the menu is priced at a maximum of RM2.50 for breakfast and RM5 for lunch. Earlier in his speech, Ismail Sabri said it was important for consumers to understand their rights and to make smart choices.

"By wielding consumer power, we can influence the price and quality of goods. For instance, if every consumer decides not to patronise a shop with high prices, the shop will have no choice but to reduce its prices. However, because we still lack awareness on consumer rights, we still depend on the Government to keep prices under control," he said.